

Ronald Feldman Fine Arts

The Volksboutique Armory Apothecary **Pier 94 - Booth 951** **March 5 – March 8, 2009**

Pier 94 | Booth 951 | Twelfth Avenue at 55th Street
Thursday, March 5 - Saturday, March 7: Noon to 8:00 PM.
Sunday, March 7 Noon to 7:00 PM

Christine Hill

Christine Hill, represented by Ronald Feldman Fine Arts since 2000, will turn the gallery's booth into a functioning apothecary at the 2009 Armory Show. Armory visitors are invited to interact with the artist who will be present to dispense remedies for a variety of contemporary ailments. In one-on-one consultation, visitors will have the opportunity to describe their individual maladies in detail and will be advised accordingly as to which path to travel, which salve to apply, and which wisdom to seek.

The installation assumes the guise of a traditional European apothecary with furniture, business accoutrements, vintage apothecary items, old photographs, and canisters whose contents have been "formulated" by the artist. The installation also includes watercolor drawings and posters of general inspirational value that relate to the artist's product label, "Volksboutique," an entrepreneurial context which combines cottage-industry with an American can-do pragmatism. There will be a reference library for perusal.

Individualized prescriptions and apothecary packets that have been signed and stamped by the artist will be available for sale.

Created specially for the Armory Show, *The Volksboutique Armory Apothecary* is the continuation of a series of large-scale projects, categorized by the artist as "organizational ventures," that blur the boundaries between art and commerce. These projects have included the production of a TV talk show, the establishment of a second-hand clothing store, and a fully operable tour guide agency. Hill's work is about administration, preparation, on-site labor and has at its core human interaction and performative elements.

Christine Hill, an American artist living in Berlin and maintaining a base in Brooklyn, has exhibited in museums and galleries internationally, including documenta X (1997) and the Venice Biennale (2007). In New York, exhibitions at the Feldman Gallery include *Pilot: The Invention, Presentation, and Filming of a Late Night Television Talk Show* (2000), which was remounted at MOCA Cleveland in 2003, and *Home Office* (2003); and commissions for The Public Art Fund (*Tour Guide*) and Creative Time (*Consumer's Guide to Times Square Advertising*). Monographs include *Inventory: The Work of Christine Hill and Volksboutique* (Hatje/Cantz 2003) and *Minutes: Work by Christine Hill* (Hatje/Cantz 2007). She is Professor and Chair of Media, Trend and Public Appearance at Bauhaus University in Weimar, Germany. More information about her work is available at www.volksboutique.org.

For more information about the artist, contact Sarah Paulson at the (212) 226-3232 or sarah@feldmangallery.com

